

2014

Granite Reef Senior Center

Sponsorship

& Media Opportunities

Connect
Shift Thinking
Engage
Results






The Granite Reef Senior Center & Scottsdale Senior Services

Who we are and what we do

The City of Scottsdale's Granite Reef Senior Center is a 37,500 square foot facility that houses an extensive combination of services and programs to Scottsdale's growing 50-plus population. The center opened in 2006 as the City of Scottsdale's first LEED® Certified Green Building and has quickly become one of the most utilized facilities in Scottsdale. In fiscal year 2012/2013 the Granite Reef Senior Center realized over 900,000 customer contacts through recreation programming, fitness opportunities, special events, partner activities and social services.

The Granite Reef Senior Center has been recognized with a variety of awards, including NuStep Corporation's prestigious Pinnacle Award, which annually recognizes the most outstanding senior center in the United States for creative programming and whole-person wellness. We have been recognized for our design and architecture, in addition to our marketing and communication initiatives.




Scottsdale Senior Services makes Scottsdale a better place to live, work and play for Scottsdale's older adult population through a system of programs, resources, events and opportunities. Our city's two senior centers, the Granite Reef and Via Linda Senior Centers, offer a wide variety of recreation programs, classes, support services and other opportunities, all aimed at improving lives, neighborhoods and community.



Executive Summary

2014 Special Event Sponsorship Package

The Granite Reef Senior Center hosts a wide variety of special events per year, attended by between 80 and 5,000 people. Our 2014 sponsorship package combines all of the events held in 2014 into one unique package that gives corporations, local businesses and non-profit organizations an opportunity to connect with our citizens on an on-going basis. Our 2014 package provides an incredible branding opportunity for anyone looking to connect with Scottsdale's rapidly growing senior community. Over the course of the year you will experience hundreds of millions of impressions through print, web and on-site media.



Within this sponsorship presentation, you'll find that we have many unique and dynamic events planned. From live entertainment, to art shows and theater, we have something for everyone. Please keep in mind that there are a wide variety of ways to be involved with these events and the Granite Reef Senior Center and all forms of participation and contributions are welcome. The sponsorship levels listed within this presentation serve as a guideline showing the benefits received for specific sponsorship levels. We work with all of our partners to create unique packages that make a difference for you and your business.

Print Media



Impactful. Bold. Eye catching. Those are just some of the adjectives used to describe the print media developed to market our center's special events. Many say this is where our marketing campaigns have made their mark. We utilize professionally designed flyers, posters, banners, newsletters, postcards, door hangers, brochures and a host of other eye catching material designed to connect with our customers.

Scottsdale Senior Services' quarterly newsletter, the Quarterly itself is read by thousands, both in print and online, and event sponsors at all levels will be included in each edition. Media partnerships with the Times, Lovin' Life After 50 and the Scottsdale Airpark News put our events front and center in the community and valley-wide. Major advertising campaigns for our Arts & Crafts Fair and "All Things Senior" Expo include Arizona Republic print ads and inclusion in Phoenix Magazine and a variety of specialty publications.

Web & Social Media



Scottsdale Senior Services' website (www.ScottsdaleAZ.Gov/Seniors) serves as a conduit for Scottsdale's senior community to receive information about our services, programs and events. It is accessed by people both locally and throughout the country looking to connect with Scottsdale's vibrant collection of amenities and services. Additionally, we maintain individual websites for many of our events and they are both publicized and accessed heavily. Varying levels of sponsorship include your company logo and hyperlink on these pages. Certain sponsorship levels include an announcement in our Scottsdale Senior Services E-Newsletter, which has a 2,500 member distribution list.

Did you know that seniors are the fastest growing demographic on Facebook? Scottsdale Senior Services gets the picture when it comes to social media. Our Facebook page (www.Facebook.com/ScottsdaleSeniors) has over 1,560 likes, enabling us to engage directly with our citizens. Each of our special event sponsors receive a dedicated post announcing our partnership to our online community and linking back to your company website. Additionally, we utilize the City of Scottsdale's entire collection of web and social media assets.

Onsite & Other Media

The Granite Reef Senior Center offers a wide variety of opportunities for you to personally connect to potential customers. Many of our sponsorship levels include booths, tables and on-site presence at our events, allowing you to make direct contact with scores of participants. Our center utilizes a digital advertising system to promote activities and events with dozens of advertising monitors throughout our entire facility. Sponsorships include company ads on our center's digital signage system. With our center's heavy traffic, these advertisements result in a high volume of exposure for our partners. Finally, our sponsors are able to display their print material within our facility - a benefit exclusive to those who connect with us through a sponsorship agreement. This puts your information front and center in high visibility and traffic areas within our facility.

2014 Special Event Package

The Events

What	When	Estimated Attendance
"All Things Senior" Expo & Tradeshow	February 2014	3,500
Spring Jazz Concert	March 2014	75
Entertainment Extravaganza	April 2014	725
Mother's Day Tea	May 2014	115
Father's Day Bash	June 2014	80
Summer Dance	July 2014	75
Ice Cream Social	August 2014	125
Fall Prevention Event	September 2014	100
Fall Dinner Show	October 2014	75
31st annual Arts & Crafts Fair	November 2014	5,000
Twilight Gallery Art Show	December 2014	100

Annual Highlights

"All Things Senior" Expo & Tradeshow

Our annual tradeshow has evolved into a signature event, with over 3,000 local seniors attending to get information about senior programs, services, housing, healthcare and, basically, YOUR business. Last year approximately 100 exhibitors participated in this highly publicized event. Each of our sponsorship levels include exhibitor space at our Expo.



Entertainment Extravaganza

Scottsdale's got talent! Our annual variety show has been rockin' Scottsdale for the past twelve years. Held at Scottsdale Center for the Performing Arts in Downtown Scottsdale, the event features comedy, singing, dancing and a whole lot more. We pack the Virginia G. Piper Theatre for an afternoon of excitement and laughs



31st annual Arts & Crafts Fair

This event has been a tradition for longer than many of our staff have been alive. Each November for the past 30 years, over 150 local art vendors sell their crafts, photography, original artwork, paintings and much more. The event features art demonstrations, live entertainment, food, activities for the kiddos and a whole lot more. The Neighborhood Trolley helps bring thousands of people to this great fall tradition, where you're sure to find one-of-a-kind treasures, gifts for the holiday season and fabulous original artwork.



Title Sponsor | \$15,000

1 Awarded

The Whopper, the Big Kahuna. We only give one of these and there's a reason why. You are everywhere, all over the place and it's awesome! Title sponsorship gets you things that others just don't. Be at all the events, get special perks... hey, you are the Title Sponsor!

Print Media

- Listed as "Title" or "presenting" sponsor on all print material produced for 2014 events
- Company logo prominently included on all print material for all 2014 events
- Half page company advertisement included in the Quarterly, the Scottsdale Senior Services' events, programs and activities brochure



- Company decal/logo on on-site special event window and sidewalk decals
- Listed as "Title" or "Presenting" sponsor on all special event advertisements in the Scottsdale Parks & Recreation Classes & Programs Brochure (delivered to over 50,000 Scottsdale homes)

- Logo will be prominently placed on all special event banners for all 2014 events. Examples of banner locations include Scottsdale Stadium, the Chaparral Off Leash Area and other high visibility locations within the city.
- Full page company advertisement in the event programs for the "All Things Senior" Expo & Tradeshow and the 12th annual Entertainment Extravaganza

Web Media

- Company logo, and a link to your organization's website, on the Scottsdale Senior Services homepage (www.ScottsdaleAZ.Gov/Seniors) and all individual web pages designed for special events in 2014
- Listed as "Title" or "Presenting" sponsor on all special event email blasts for 2014 events
- Facebook announcement
- Inclusion in Scottsdale Senior Services e-news as "Featured Partner"

On-Site & Other Media

- On-site space, through a table or booth, at all applicable 2014 special events
- Eight free rentals of any available space at the Granite Reef Senior Center (during normal hours of operation)
- Company advertisement to be featured on the Granite Reef Senior Center's internal broadcast system for one year
- Exclusive rights to display company promotional material in the lobby at the Granite Reef Senior Center.
- Company logo included in all City Cable Channel 11 advertisements for 2014 special events

Co-Title Sponsor | \$8,000

1 Awarded

This exciting new package gives one lucky organization all of the perks of Title sponsorship for our three largest events, the "All Things Senior" Expo & Tradeshow, the 12th annual Entertainment Extravaganza and the 31st annual Arts & Crafts Fair. This package also includes sponsorship rights and on-site presence at the themed dance and 2 Fit 2 Fall events. Our Co-Title Sponsor will have the rights to plan two company sponsored presentations at the Granite Reef Senior Center in 2014. The Co-Title Sponsor must meet specific criteria in terms of target population, as to not compete with the Title Sponsor. This is an amazing opportunity to realize the benefits of Title sponsorship for an affordable fee.

Gold Sponsor | \$6,500

3 Awarded

The gold standard. Being a gold sponsor gets you to the events, out and in front of thousands of potential customers. Want large ads in our newsletter and event programs? Gold gets you there! The gold sponsorship is the next best thing to the Title, and we only give three.

Print Media

- Company logo prominently included on all print material for special events in 2014
- Company logo included in each edition of the Quarterly for 2014
- Company logo prominently included on all special event advertisements in the Scottsdale Parks & Recreation Classes & Programs Brochure (delivered to over 50,000 Scottsdale homes).
- Company Logo will be prominently placed on all special event banners for 2014 events. Examples of banner locations include Scottsdale Stadium, the Chaparral Off Leash Area and other high visibility locations within the City of Scottsdale.
- 1/2 page company advertisement in the event programs for the "All Things Senior" Expo & Tradeshow and the Entertainment Extravaganza



Web Media

- Company logo, and a link to your organization's website, on the Arts & Crafts Fair, the "All Things Senior" Expo and the Entertainment Extravaganza websites
- Company logo included in all special event email blasts for all 2014 events
- Facebook announcement
- Scottsdale Senior Services e-news

On-Site & Other Media

- On-site space, through a table or booth, at the "All Things Senior" Expo & Tradeshow, the Hawaiian Luau and the 12th annual Entertainment Extravaganza.
- Company logo included in all City Cable Channel 11 advertisements for 2014 special events.
- Your organization may establish two on-site (company provided) banners to be placed at all 2014 events
- Company advertisement slide to be featured on the Granite Reef Senior Center's internal broadcast system for one year
- Five free rentals of any activity space within the Granite Reef Senior Center (during normal reservation hours)



Community Sponsor | \$3,000

10 Awarded

Our most popular package... for a reason. The Community Sponsor package gets your business in front of our huge audience for an affordable price. Community sponsors are included in all of our communication and outreach for all 2014 events.

Print Media

- Company logo prominently included on all print material for 10 special events in 2014
- Company logo included in each edition of the Quarterly for 2014
- Company logo prominently included on all special event advertisements in the Scottsdale Parks & Recreation Classes & Programs Brochure (delivered to over 50,000 Scottsdale homes).



- Company Logo will be placed on all special event banners for 2014 events. Examples of banner locations include Scottsdale Stadium, the Chaparral Off Leash Area and other high visibility locations within the city.

Web Media

- Company logo, and a link to your organization's website, on the Arts & Crafts Fair, the "All Things Senior" Expo and the Entertainment Extravaganza websites
- Company logo included in all special event email blasts for all 2014 events
- Facebook announcement

On-Site & Other Media

- Free exhibitor space at the All Things Senior Expo & Tradeshow
- Company logo included in all City Cable Channel 11 advertisements for all 2014 special events.
- Company advertisement slide to be featured on the Granite Reef Senior Center's internal broadcast system for one year

Granite Reef + Via Linda = MAXIMUM IMPACT

The City of Scottsdale's Via Linda Senior Center is located in the heart of the Scottsdale Ranch community. The facility offers a similar collection of programs and services and serves a very diverse community with a higher average household income. If senior citizens are your target, connecting with both the Granite Reef and Via Linda Senior Centers through a special event sponsorship agreement could have a great benefit. We are the only two senior centers in a city with the highest percentage of seniors in the country. When you partner with us, you get noticed. Each sponsorship level has an indication of what the pricing would be to sponsor both center's 2014 special event packages. Leverage your dollars by sponsoring both the Granite Reef and Via Linda Senior Centers



Creative Package | \$3,000

Are you the creative type? Maybe you are the marketing director for an art supply store or the owner of a frame shop in Old Town. Scottsdale hangs its hat as a destination for the arts and the two Scottsdale Senior Centers are art havens, offering countless art classes, art fairs, art education and gallery shows. The Creative Package includes the Granite Reef Senior Center's Arts & Crafts Fair (5,000 attendees), the Via Linda Senior Center's Holiday Art Show (350 attendees) and the Granite Reef Senior Center's Twilight Gallery Art Show (125 attendees). You will have space at each event and will be included on all of the marketing material for all of the art focused events held in 2014.

WE ARE EXCITED
TO BRING YOU OUR 2014
SPONSORSHIP
OPPORTUNITIES FOR
THE GRANITE REEF
SENIOR CENTER.

IT WILL BE A FUN
YEAR, FILLED WITH
EVENTS AND PROGRAMS
DESIGNED TO DELIGHT
YOU WITH
MAXIMUM EXPOSURE
AND COUNTLESS
BRANDING
OPPORTUNITIES.

COME SEE WHAT
THE GRANITE REEF
SENIOR CENTER
HAS TO OFFER!

www.ScottsdaleAZ.Gov/Seniors

Thank you for your interest in Scottsdale Senior Services and the Granite Reef Senior Center. We pride ourselves on providing award winning programs, events and customer service.

Our team is excited about nurturing current relationships and developing new and creative partnerships that positively impact the lives of Scottsdale's older adult community as well as your business.

We employ strategic, targeted marketing plans that are designed to provide the events and our sponsors with maximum exposure through a comprehensive collection of tools that include web based marketing, public relations, social media and a wide variety of dynamic print media.

Creating long-lasting and meaningful partnerships is what we do. Have a chat with our partners and ask them what they think about their relationship with the City of Scottsdale and the Granite Reef Senior Center.

The sponsorship packages outlined in this document are intended to be a starting point. We have many needs and in-kind partnerships can also be effective tools for our center, events and partners. If you have an idea, we're willing to listen.

All the best,

Nick Molinari
Scottsdale Senior Services
nmolinari@scottsdaleaz.gov
(480) 312-1733

Past & Present Sponsors

Home Instead Senior Care
Dutch Bros. Coffee
Harper's Nursery
Dunkin Donuts
Tile Art Mosaic
Cheyenne L. Rouse Photography
Visiting Angels
Paul Johnson Jewelers
McDowell Village Senior Living
The Springs of Scottsdale
Comerica Bank
Heritage Home Healthcare
Silverado Senior Living
The Times Publication
Lovin' Life After 50
Scottsdale Airpark News
AAA Key Mini Storage
Westminster Village
Sustainable Seniors
Caremore
Barton House
Pace, the Guide to Senior Housing